



# Annual Review 2020/2021



GUTENBERG SCHOOL OF  
MANAGEMENT  
& ECONOMICS

## Welcome!

**We are happy to present the annual review of the Gutenberg School of Management and Economics covering the past academic year 2020/2021.**

Due to the Covid-19 pandemic, we saw each other mostly digitally during the last year. We thank all students for their feedback that helped us to improve our digital teaching. While some restrictions will probably remain, we hope to see all of you in person soon.

In this review, you will find information on new faculty members, research and publications of faculty members, and past events.

We hope that you enjoy reading our annual review. We thank everyone who submitted an article to this issue. We thank Johannes Kreim and Luca Schmitt for editing assistance.

**We wish you a successful and productive new academic year!**

Yours sincerely,



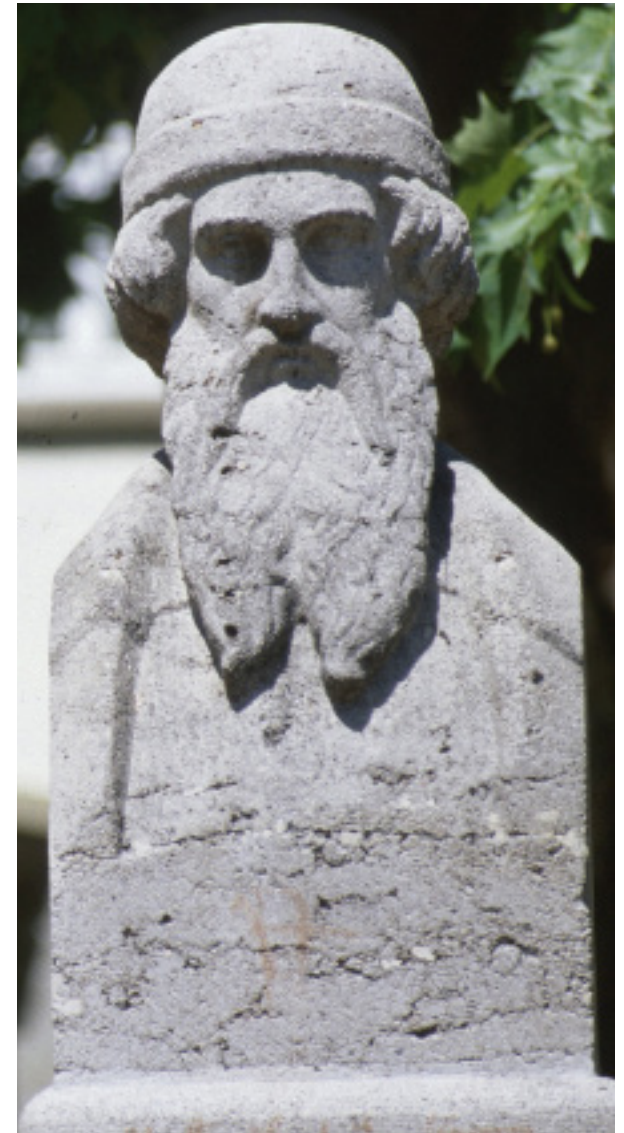
Roland Euler

*Dean of the Faculty of Law, Management and Economics,  
Chair of Corporate Taxation*



Christopher Koch

*Chair of Corporate Governance and Auditing*





## News from the Gutenberg School of Management and Economics

**We are happy to welcome new faculty members!**

**Prof. Jana Oehmichen** joins JGU Mainz as a new professor of organization, human resources, and management. In her research, she is interested in corporate governance, incentive systems, board composition, ownership structure, strategic change, and digital strategy. Before joining JGU Mainz, she was full professor of organization and management studies at the University of Groningen (2017-2021), assistant/associate professor (2001-2017) at the University of Göttingen, and postdoctoral research fellow at the Copenhagen Business School (2011). She holds a diploma in industrial engineering and management (Dipl. Wi.-Ing. - M.Sc. equivalent) and a doctoral degree in management (Dr. rer. pol.; grade: summa cum laude), both from Karlsruhe Institute of Technology (KIT). Her work has been published in journals such as Strategic Management Journal, Leadership Quarterly, Global Strategy Journal, Journal of Management Studies, Human Resource Management, Journal of Business Ethics, and International Business Review.



**Prof. C. Katharina Spieß** joins JGU Mainz as a new Professor for Population Economics. This is a joint appointment with the Federal Institute for Population Research (BiB) Wiesbaden, where she is the new director since October. She is an applied micro economist. In her research, she mainly focuses on family and education related issues, with a particular focus on the economics of early childhood. She graduated from the University of Mannheim and received her doctorate from the Ruhr-University Bochum. Her “Habilitation” was received by the Technical University in Berlin. Before moving to Mainz, she was professor at the Freie Universität Berlin and a guest professor and researcher abroad, for instance at the Cornell University, the University of Washington or the Syracuse University. Since 2000 she worked at the German Institute for Economic Research (DIW Berlin), first as a member of the SOEP-group and then as the head of the department for education and family. She received several awards and grants, including a prestigious grant by the Einstein Foundation Berlin. Her research was published in internationally renowned scientific journals such as Labour Economics, Journal of Economic Behavior & Organization, Journal of Economic Psychology and Journal of Health Economics. She also serves as an advisor on several scientific advisory boards, for instance those for the Federal Ministry for Family Affairs (BMFSFJ) or the Federal Ministry for Education and Research (BMBF).



## The GSME says goodbye!

**Dr. Kirsten Winkel**, a postdoctoral research associate at Johannes Gutenberg University Mainz since August 2013, has accepted the offer of a tenured professorship at the University of Applied Sciences in Saarbrücken as of 1 November 2021. Dr. Winkel has been teaching quantitative methods in our department as well in the MAINZ Graduate School of Excellence, and she has been and remains actively involved in various research collaborations within the Gutenberg School. The Gutenberg School wishes Dr. Winkel all the best for her future career.



**Juniorprofessor Paul Kaufmann** took up a professorship at the Westfälische Hochschule as of 1st of September 2021. He was Juniorprofessor for Computational Intelligence at Johannes Gutenberg University Mainz since October 2017. The Gutenberg School wishes him all the best for his future career.



## Study news

### Graduation ceremonies of the Gutenberg School of Management and Economics

We would like to congratulate all our graduates that finished their studies in the last academic year! Unfortunately, the graduation ceremonies in November 2020 and June 2021 had to be cancelled due to the corona pandemic.

	Graduating students
<b>B.Sc.</b> Management and Economics	232
<b>B.Sc.</b> Business Education	19
<b>M.Sc.</b> Management	55
<b>M.Sc.</b> Accounting and Finance	31
<b>M.Sc.</b> International Economics and Public Policy	32
<b>M.Sc./ M.Ed.</b> Business Education	15



## Research news

### Excellent Research at the Gutenberg School of Management and Economics

In 2021, WirtschaftsWoche published its updated ranking of the 450 most productive researchers (out of more than 3,000 researchers covered) in the field of business administration in German-speaking countries. Researchers at the JGU Mainz are well represented in this ranking.

**Prof. Stefan Irnich** (Chair of Logistics Management) achieved a top ten position (7th place) for the recent period from 2016 and 2020 and 40th place in the lifetime achievement ranking. **Prof. Franz Rothlauf** (Chair of Business Informatics) and **Prof. Frank Huber** (Chair of Marketing Analytics) are also represented with positions 156 and 195 respectively in the lifetime achievement ranking. **Prof. Andranik Tumasjan** (Chair of Management and Digital Transformation) is ranked 93rd among the one hundred most productive researchers in business administration under the age of 40.

The ranking covers all researchers in business administration, including postdocs and assistant professors in the DACH region. The ranking is based on publications in nearly 860 relevant scientific journals in the entire field of business administration. Journals with a higher reputation in the Jourqual 3 journal ranking of the Association of University Teachers of Business Administration (VHB) are more strongly weighted in the ranking.

The ranking is compiled by the KOF Economic Research Institute of ETH Zurich with the support of the Düsseldorf Institute for Competition Economics and is freely available at <https://www.forschungsmonitoring.org/ranking/bwl/authors>.





## Research news

### International top publications in business and economics (VHB-Jourqual3 A+/A, Handelsblatt 2017 A+/A/B)

**Bianchessi, Nicola; Irnich, Stefan; Tilk, Christian.** (2021). A branch-price-and-cut algorithm for the capacitated multiple vehicle traveling purchaser problem with unitary demand. *Discrete Applied Mathematics*, doi: 10.1016/j.dam.2020.08.014.

Downar, Benedikt; Ernstberger, Jürgen; **Koch, Christopher.** (2021). Who makes partner in Big 4 audit firms? *Accounting, Organizations and Society*, doi: <https://doi.org/10.1016/j.aos.2020.101176>.

Hermes, Henning; Huschens, Martin; **Rothlauf, Franz; Schunk, Daniel.** (2021). Motivating low-achievers—Relative performance feedback in primary schools. *Journal of Economic Behavior & Organization*, doi: <https://doi.org/10.1016/j.jebo.2021.04.004>.

Hermes, Henning; **Schunk, Daniel.** (2021). If you could read my mind – an experimental beauty-contest game with children. *Experimental Economics*, doi: <https://doi.org/10.1007/s10683-021-09713-y>.

**Heßler, Katrin.** (2021). Exact algorithms for the multi-compartment vehicle routing problem with flexible compartment sizes. *European Journal of Operational Research*, doi: 10.1016/j.ejor.2021.01.037.

**Heßler, Katrin; Irnich, Stefan.** (2021). A branch-and-cut algorithm for the soft-clustered vehicle routing problem. *Discrete Applied Mathematics*, doi: 10.1016/j.dam.2020.08.017.

**Heßler, Katrin; Irnich, Stefan;** Kreiter, Tobias; Pferschy, Ulrich. (2021). Lexicographic bin-packing optimization for loading trucks in a direct-shipping system. *OR Spectrum*, doi: 10.1007/s00291-021-00628-x.

**Hintsch, Timo; Irnich, Stefan;** Kiellerich, Lone. (2021). Branch-price-and-cut for the soft-clustered capacitated arc-routing problem. *Transportation Science*, doi: <https://doi.org/10.1287/trsc.2020.1036>.

Katolnik, Svetlana; **Kronenberger, Sandra K.;** Schöndube, Jens R. (2021). Board monitoring and advising in dynamic agency. *European Accounting Review*, doi: 10.1080/09638180.2021.1890630.

**Tilk, Christian; Olkis, Katharina; Irnich, Stefan.** (2021). The last-mile vehicle routing problem with delivery options. *OR Spectrum*, doi: 10.1007/s00291-021-00633-0.

**Tumasjan, Andranik;** Braun, Reiner; Stolz, Barbara. (2021). Twitter sentiment as a weak signal in venture capital financing. *Journal of Business Venturing*, doi: <https://doi.org/10.1016/j.jbusvent.2020.106062>.

### Further top publications (Q1 according to SCImago)

**Brückner, Sebastian; Zlatkin-Troitschanskaia, Olga;** Küchemann, Stefan; Klein, Pascal; Kuhn, Jochen. (2020). Changes in students' understanding of and visual attention on digitally represented graphs across two domains in higher education: A postreplication study. *Frontiers in Psychology*, doi:10.3389/fpsyg.2020.02090.

Dumez, Dorian; **Tilk, Christian; Irnich, Stefan;** Lehuédé, Fabien; Péton, Oliver. (2021) Hybridizing large neighborhood search and exact methods for generalized vehicle routing problems with time windows. *EURO Journal on Transportation and Logistics*, doi: 10.1016/j.ejtl.2021.100040.

**Harms, Philipp;** Jung, Jaewon; Lorz, Oliver. (2021): Offshoring and sequential production chains: A general-equilibrium analysis. *Canadian Journal of Economics*, <https://doi.org/10.1111/caje.12506>.

**Harms, Philipp;** Knaze, Jakub. (2021). Bilateral de-jure exchange rate regimes and foreign direct investment: A gravity analysis. *Journal of International Money and Finance*, doi: <https://doi.org/10.1016/j.jimonfin.2021.102438>.

**Harms, Philipp; Landwehr, Claudia;** Lutz, Maximilian; Tepe, Markus. (2021). Deciding how to decide on public goods provision: The role of instrumental vs. intrinsic motives. *Research and Politics*, doi: <https://doi.org/10.1177/20531680211014121>.

**Herkenhoff, Philipp; Sauré, Philip.** (2021). How expected inflation distorts the current account and the valuation effect. *European Economic Review*, doi: <https://doi.org/10.1016/j.euroecorev.2021.103721>.

**Herm-Stapelberg, Nils; Rothlauf, Franz.** (2020). The crowd against the few: Measuring the impact of expert recommendations. *Decision Support Systems*, doi: <https://doi.org/10.1016/j.dss.2020.113345>.

**Hintsch, Timo.** (2021). Large multiple neighborhood search for the soft-clustered vehicle-routing problem. *Computers and Operations Research*, doi: 10.1016/j.cor.2020.105132.

**Khieu, Hoang;** Nguyen, Tien V. (2020). Progressive consumption tax, minimum consumption, and inequality. *Economics Letters*, doi: <https://doi.org/10.1016/j.econlet.2020.109653>.

**Klausmann, Tim; Wagner, Valentin; Zipperle, Isabell.** (2021). Rank response functions in an online learning environment. *Economic Letters*, forthcoming.

**Koch, Christopher; Rothacker, Vanda; Scharfbillig, Mario.** (2021). Do local proxy advisors matter? - Evidence from Germany. *Accounting and Business Research*, doi: <https://doi.org/10.1080/00014788.2021.1946382>.



**Reinhardt, Franziska; Deribo, Tobias; Zlatkin-Troitschanskaia, Olga; Happ, Roland; Nell-Müller, Sarah.** (2020). The influence of refugee students' personal characteristics on study success in online education. *Journal of International Migration and Integration*, doi: <https://doi.org/10.1007/s12134-020-00775-0>.

**Rothlauf, Franz;** Probst, Malte. (2020). Harmless overfitting: Using denoising autoencoders in estimation of distribution algorithms. *Journal of Machine Learning Research*, 21 (78), 1–31.

**Schlax, Jasmin; Zlatkin-Troitschanskaia, Olga; Happ, Roland;** Pant, Hans A.; Jitomirski, Judith; **Kühling-Thees, Carla;** Förster, Manuel; **Brückner, Sebastian.** (2020). Validity and fairness of a new entry diagnostics test in higher education economics. *Studies in Educational Evaluation*, doi: <https://doi.org/10.1016/j.stueduc.2020.100900>.

**Schmidt, Susanne; Zlatkin-Troitschanskaia, Olga;** Roeper, Jochen; Klose, Verena; Weber, Maruschka; **Bültmann, Ann-Kathrin; Brückner, Sebastian.** (2020). Undergraduate students' critical online reasoning—Process mining analysis. *Frontiers in Psychology*, doi:10.3389/fpsyg.2020.576273.

**Schunk, Daniel;** Wagner, Valentin. (2020). What determines the enforcement of newly introduced social norms: Personality traits or economic preferences? Evidence from the COVID-19 crisis. *Journal of Behavioral and Experimental Economics*, doi: <https://doi.org/10.1016/j.socec.2021.101716>.

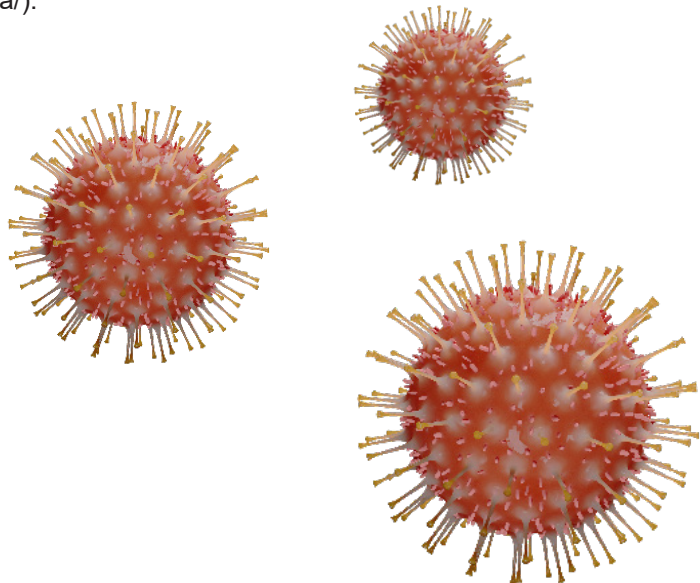
**Zlatkin-Troitschanskaia, Olga; Beck, Klaus; Fischer, Jennifer; Braunheim, Dominik; Schmidt, Susanne;** Shavelson, Richard J. (2020). The role of students' beliefs when critically reasoning from multiple contradictory sources of information in performance assessments. *Frontiers in Psychology*, doi: 10.3389/fpsyg.2020.02192.

## Covid-19 research

**Prof. Klaus Wälde** (Chair of Macroeconomics) has actively contributed to the analysis of Covid-19 dynamics in Germany. His research jointly conducted with a number of co-authors has received a lot of attention in the media, e.g., Tagesschau, Die Zeit, Süddeutsche Zeitung and Ärzteblatt, as well as a page 1 news on The Times or De Volkskrant.

The largest attention received his study on the effects of wearing masks on the number of new infections. This study became a „global scientific hit“. According to <https://sdu.altmetric.com/details/95397995#score> it belongs to the top 1 per mille scientific articles regarding public visibility.

In 2021, Prof. Klaus Wälde followed with co-authors scientifically unique policy experiments conducted in Tübingen and Augustusburg. You can read summaries of the findings in his blog (<https://www.macro.economics.uni-mainz.de/category/corona/>).



## Covid-19-research at the IPP

The research unit “Interdisciplinary Public Policy” (IPP) is very active in Covid-19-related research. The IPP is a collaboration of economic and social scientists with a strong participation of researchers of the Gutenberg School of Management and Economics.

The IPP provided funding for several projects. For example, **Prof. Reyn van Ewijk** (Chair of Statistics and Econometrics) started a large meta study on the effects of digital teaching on student outcomes. This continues and possibly grows to be relevant in the future, as digital teaching is far from over and may get a permanent place in many educational contexts. **Prof. Christopher Koch** and **Sarah Maruhn** (both Chair of Corporate Governance and Auditing) analyze the impact of the Covid-19 pandemic on risk management in firms. **Prof. Daniel Schunk** and **Dr. Valentin Wagner** (both Chair of Public and Behavioral Economics) contributed a study on the determinants of individuals' willingness to sanction the cooperative norm of wearing a mask in an online survey. In times of stagnating vaccination rates, explaining why people choose to cooperate in handling the pandemic has important policy implications.

In June, the IPP hosted an international online-Symposium to provide a platform to discuss Covid19-related research with renowned external and internal speakers (see Past Events). More work on these topics can be expected in the future, as many data collection projects in the IPP are still ongoing. For example, for education researchers, the relevant data, especially for a long-term perspective on the impact on the pandemic on children's learning, is still to be gathered.

## New research funding

Together with Alfons Weichenrieder (Goethe University Frankfurt) and Volker Nitsch (Technical University of Darmstadt), **Prof. Philipp Harms** (Chair of International Economics) has acquired funding for the project “Foreign Corporate Savings’ and Germany’s Current Account” from the RMU Research Funding Initiative.

Together with Prof. Kai Arzheimer, Sascha Huber, Prof. Claudia Landwehr and Prof. Gunnar Otte, **Prof. Philipp Harms** (Chair of International Economics) has acquired funding for the three-year graduate research group “Resilient Institutions” from the Gutenberg Council for Young Researchers. The graduate group seeks to assess the resilience of liberal and democratic institutions in the face of various challenges like globalization, digitalization, and the Covid-19 pandemic.

**Prof. Reyn van Ewijk** and **Fabienne Pradella** (both Chair of Statistics and Econometrics) received a research grant by the German Science Foundation (DFG) to the amount of 225.850 € for their research proposal “Ramadan during pregnancy: effects on health and fertility across the generations”. This research grant provides an extension of the successful earlier DFG-funded project “Ramadan during pregnancy and its effects on the health of the child throughout its life course” which led to several publications in The American Journal of Epidemiology as well as in other journals, plus multiple presentation prizes at conferences. The new project will investigate the implications of potential

epigenetic changes caused by in utero exposure to Ramadan. These are first, that prenatal Ramadan exposure may lead to altered reproduction patterns among the offspring (e.g. an earlier onset of fertility) and second, that health outcomes of the grandchildren of women observing Ramadan during pregnancy may be affected.

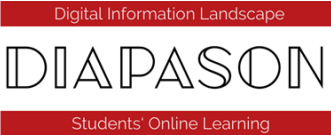
**Prof. Reyn van Ewijk** (Chair of Statistics and Econometrics), together with Sabine Gabrysch (Potsdam Institute for Climate Impact Research) were granted DFG funding to the amount of 416.100 € for their research proposal “How do prenatal and postnatal circumstances interact in shaping health? An interdisciplinary approach using quasi-experiments”. This research project will combine medicine/epidemiology with an econometric-statistical approach and investigate the implications of so-called Predictive Adaptive Responses (PARs) on human health. During the prenatal stage, the fetus makes adaptations to its environmental circumstances that prepare it optimally for “predicted” postnatal circumstances. Depending on actually encountered postnatal circumstances, it is expected that such adaptations (PARs) may be beneficial or maladaptive, but this has hardly been studied in humans yet.





**Prof. Stefan Irnich** (Chair of Logistics Management) and Prof. Michael Schneider (RWTH Aachen University) received 133.500 € from the German Science Foundation (DFG) for the finalization of the project “ENS.VRS: Effiziente Nachbarschaftssuche im Vehicle Routing und Scheduling”. The grant will be used to fund two PhD positions for 12 months to work on the development and analysis of new methods for the solution of vehicle routing problems with neighborhood search methods. The effective solution of vehicle routing problems is an important operational task of logistics service providers and companies operating their own vehicle fleet.

The Research Training Group (GRK) DIAPASON “Digital Information Landscape and its Impact on Students’ Online Learning” is funded by the Gutenberg Council for Young Researchers at the JGU Mainz. Five scholarships were awarded starting with the summer term of 2021. The

 interdisciplinary GRK DIAPASON is headed by **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business and Economics Education). It focuses on the structural and

semantic analysis of the online information landscape in which today’s higher education students acquire a large amount of their domain-specific knowledge, and on the relation with student learning in higher education economics and medicine. For further information, please see our DIAPASON website: [www.diapason.uni-mainz.de](http://www.diapason.uni-mainz.de).

We are pleased to announce the new EU funded ERASMUS+ program: Shaping the way Higher Education Institutions do Research and Innovation with and for Society (R&I LOOP). This collaborative project represents a consortium of five universities from four European countries (Portugal, Spain, Italy, and Germany). **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business Education) and Prof. Uwe Schmidt from the JGU Mainz in Germany head this partnership. For further information please visit our homepage and social networks:

Website: [www.riloop.eu](http://www.riloop.eu)

Facebook: [www.facebook.com/RILOOP/](https://www.facebook.com/RILOOP/)

Twitter: [www.twitter.com/ri\\_loop](https://www.twitter.com/ri_loop)

LinkedIn: [www.linkedin.com/company/r-i-loop](https://www.linkedin.com/company/r-i-loop)



Co-funded by the  
Erasmus+ Programme  
of the European Union

## Appointments

**Prof. Philipp Harms** (Chair of International Economics) was nominated member of the Programme Committee for the 2021 annual conference of the Verein für Socialpolitik (German Economic Association).

## Awards

**Prof. Oliver Emrich** (Chair of Social Media) has received the American Marketing Association's SERVSIG Best Service Article Award 2021 together with Dennis Herhausen, Dhruv Grewal, Petra Kipfelsberger and Marcus Schögel for their article „Face forward: How employees' digital presence on service websites affects customer perceptions of website and employee service quality." The award recognizes, according to SERVSIG, the "best article in the service literature published during a calendar year." The paper, published in the Journal of Marketing Research, finds that employees' digital presence on websites, although factually unrelated, augments customer perceptions of service employees' competence and commitment. The study shows how digitalization can have positive effects for real-world service encounters.

The American Marketing Association's RAPSIG Best Retail & Pricing Paper Award has honored an article by **Prof. Oliver Emrich** (Chair of Social Media), co-authored with Dennis Herhausen, Kristina Kleinlercher, Peter Verhoef, and Thomas Rudolph. The award recognizes an article published in the year 2019 that, according to RAPSIG, "has made a significant contribution to the retail or pricing literature." The article "Loyalty Formation for Different Customer Journey



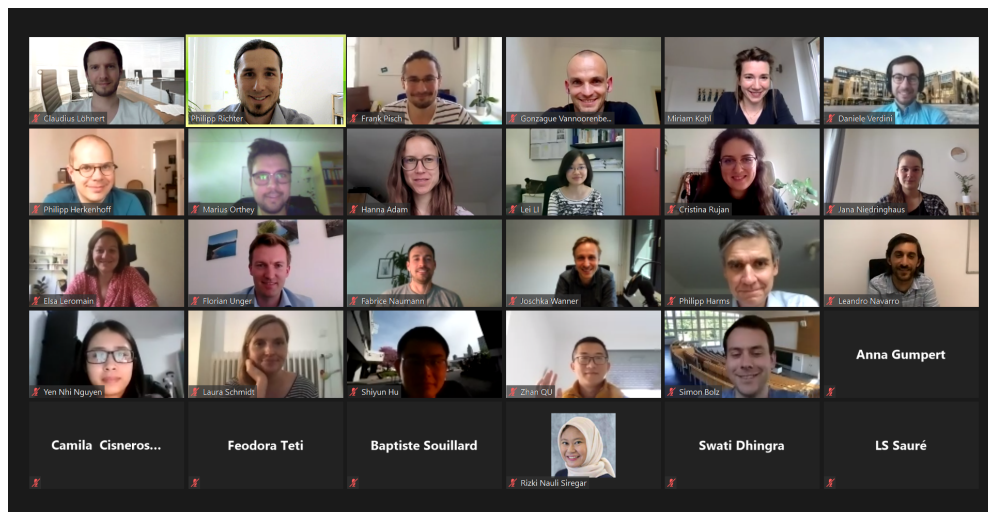
Segments" investigates how technological change affects consumer behavior and differentiates five customer segments based on their search and purchase behaviors across retail and communication channels. This article already received the William R. Davidson Award for the best paper published in Journal of Retailing in 2019.

**Prof. Daniel Schunk** (Chair of Public and Behavioral Economics) received the Teaching Award 2020 for Outstanding Teaching Performance at Gutenberg School of Business Mainz (GSB). The past year was a special challenge for everyone in teaching, as it largely took place digitally. Nevertheless, the teaching programme at the GSB Mainz was fortunately carried out without any restrictions. Despite the exceptional circumstances, the courses were offered at an excellent academic level. This is reflected in Prof. Schunk's course, which was taught in a fully digitalized format and that also involved various digital tools to convey diverse interactive learning content in a highly professional manner. The teaching award is granted on the basis of course evaluations by current GSB students.

## Past events

### Workshop “Shaping Globalization – Economic Consequences and Policy Responses”

Together with Dr. Philipp Richter (TU Dresden) and Dr. Florian Unger (University of Göttingen), **Dr. Miriam Kohl** organized the Workshop “Shaping Globalization – Economic Consequences and Policy Responses”, which took place as a virtual conference on 10 and 11 June 2021. Joined by a wider audience of Ph.D. students, fourteen scholars from various universities and policy institutions held presentations and discussions on the drivers and consequences of international trade and investment. The keynote lectures by Prof. Gonzague Vannorenberghe (Université Catholique de Louvain) and Prof. Swati Dhingra (London School of Economics) focused on the measurement of inequality and the consequences of the UK’s exit from the European Union. The workshop was supported by the Dr. Hans Riegel-Stiftung.



### Symposium organized by the Research Unit Interdisciplinary Public Policy (IPP)

On the 18 June 2021, the Research Unit “Interdisciplinary Public Policy (IPP)” hosted a symposium on “Social Science Perspectives on the COVID-19 Pandemic” which was organized by **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics) and Prof. Claudia Landwehr (JGU). The event took place as an online conference and its purpose was to bring together scientists from different disciplines and institutions in order to discuss the various socio-economic, political, but also medical and health perspectives of the pandemic. The event was separated in three panels in which numerous experts from within and outside of the JGU Mainz (e.g. from the MPI Göttingen, University of Cambridge, University of Trier and University of Ottawa) presented their work, and they also included moderated roundtable discussions which led to a fruitful interaction among the participants. All talks were recorded and are provided on the website of the IPP: <https://ipp-mainz.uni-mainz.de/covid-19-symposium/>. The IPP regularly conducts meetings and workshops to enhance interdisciplinary COVID-19 social science research. Recent research findings by members of the IPP on the COVID-19 pandemic can be found here: <https://ipp-mainz.uni-mainz.de/covid-19/>.



### International Summer School “Advanced Methods in Behavioral Economics”

From the 27. September until the 1. October 2021, the JGU welcomed Prof. Simeon Schudy (LMU Munich), Dr. Jan Hausfeld (University of Amsterdam) and Dr. Carina Hausladen (ETH Zurich) to teach a five-day summer school about “Advanced Methods in Behavioral Economics”. About 25 PhD students from the JGU as well as numerous other German and European universities participated. The summer school was a distinct highlight for this academic year as we were able to host it in person. The summer school taught innovative methodologies in behavioral economics, e.g., how to properly design lab and field experiments, how to use eye-tracking devices in economic experiments and how to apply machine learning techniques to behavioral data using R and Python. In addition, the summer school featured multiple social and networking activities and therefore was a full success for all participants. The summer school was organized by the Chair of Public and Behavioral Economics (**Prof. Daniel Schunk** and **Niklas Witzig**) and funded partly by the research priority program “Interdisciplinary Public Policy”.

### Retreats organized by the Research Unit Interdisciplinary Public Policy (IPP) in November 2020 and April 2021.

In November 2020 and in April 2021, the members of the research unit “Interdisciplinary Public Policy (IPP)” met for their biannual retreats. The IPP Retreat is a platform for research exchange between the IPP members and for the development of new ideas and collaborations. The event started with a welcome and an update about IPP activities by **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics), followed by presentations of new IPP members, various research presentations and exchange panels.



The two retreats also involved external guest lectures, such as a lecture by Prof. Aleksandra Kaurin from the University Witten/Herdecke as well as Prof. Iryna Gurevych from the TU Darmstadt. Prof. Gurevych put a particular focus of her presentation on the potential for collaboration between the IPP and the group “Content Analytics for the Social Good”. Another special emphasis of this year’s retreats was the COVID-19 research conducted at the IPP.

### **Design Thinking Workshop with Accenture**

On 14 May 2021, the Chair of Management and Digital Transformation (**Prof. Andranik Tumasjan**) in cooperation with Accenture offered a workshop in which the Design Thinking process was explained and later practically applied. The participants received certificates as proof of having gained new insights.

### **“From the Vision to the Company” - Startup and Entrepreneurship.**

The Chair of Management and Digital Transformation (**Prof. Andranik Tumasjan**) co-organized the three-part Q+ workshop on entrepreneurship and startup management. The course included an overview and introduction to entrepreneurship, the entrepreneurial process and startup phases, business models and development strategies, and the development of a business plan and growth strategies. Participants worked through various Startup scenarios, began to think entrepreneurially, and developed creative solutions to Startup-related challenges and issues. The workshop included fireside chats with two Startup founders and managing directors (Alexander Wittker, Fa. JobImpulse Mainz and Michael Föhlings, Managing Director TRON) of now internationally very successful companies from Mainz. On the basis of individual experiences, it was shown how internationally successful companies can emerge from concrete entrepreneurial-social visions, which personalities and characteristics company founders must bring along in order to be successful and which risks must be overcome for failure.



### News from the German-Polish cooperation with SGH Warsaw

News from the Double Degree Program in cooperation with SGH Warsaw: Rising number of students and successful networking activities. In 2020, the Double Degree Program, allowing students from both universities to obtain two degrees within two years, has reached a new level of development - despite the pandemic-related challenges.

While personal intercultural exchange was hampered by the pandemic, a new digital event format was successfully added to the Double Degree Program, representing the starting point for more networking activities in the years to come: At short notice, a cooperation with the German-Polish Chamber of Industry and Commerce (AHK Poland) in Warsaw emerged, which ultimately led to the joint conception of two online sessions entitled "Economics in Poland". Bachelor's and Master's students from JGU Mainz and SGH Warsaw School of Economics as well as colleagues from both universities were invited to join two online conferences in November 2020. The aim of the events was to discover the potential Poland has to offer as a business location - in terms of career prospects, but also in the larger context of Europe's economic future.

Representatives from T-Mobile, Opel, Siemens, Bosch and Volkswagen reported from the perspective of Polish subsidiaries of German global corporations and provided information on career prospects. Also, experts from AHK Poland and "Germany Trade and Invest" discussed the development of the Polish economy and the role of the digital transformation. Approximately 40 participants took part in the sessions and used the opportunity to exchange ideas with experts in German-Polish economic relations.

Among other activities, the conference helped to start growing a network of former, current and future Double Degree students and to improve the visibility of the program.

In addition to that, thanks to the acquisition of novel DAAD funding, scholarships could be awarded to the students for their stay at SGH in 2020/21 for the first time since the introduction of the program. For the upcoming academic year 2021/22, seven students are currently preparing their studies abroad – setting a new record regarding the number of participants. Building on this success, the team of the German-Polish cooperation with the SGH Warsaw, **Prof. Daniel Schunk, Svenja Telgheder** and **Leska Sahl**, has already started the application for further third-party in the future.





## Further News

**Christine Gertung** (Chair of Financial Accounting) joined the EAA Doctoral Colloquium (24-25 May 2021) where she presented her working paper “Inside the Black Box of Calculating Discount Rates after IFRS - What Shapes Management Judgment and Discretion?” The EAA Doctoral Colloquium represents an outstanding event offering young researchers the occasion to share their work-in-progress with a faculty of distinguished academics as well as with international doctoral colleagues. By grouping presentations according to topics the sessions gave room for an in-depth discussion and to connect with researchers working in the same field. Beyond the paper presentations the two-day-programme included several interactive plenary sessions focusing on challenging accounting topics and challenging accounting education, as well as greatly organized social events, which added to a fruitful exchange among all participants.

The Chair of International Economic Policy (**Prof. Andrea Lassmann**) was involved in a project on international trade and gender: <https://www.genderandtrade.com/publications>. This was joint work with UN ECLAC and BKP advisors within the Gender, Social Inclusion and Trade Working Group. The chair also participated in the Trade Policy Research Forum’s Webinar series: <https://www.tprforum.org/previous-webinars>.

A video contribution on the new research project ‘Professional Education Processes in Law, Teacher Training and Medicine Using Digital Media’ (BRIDGE) was presented at the educational research conference of the Federal Ministry of Education and Research on 9 March 2021 on the topic of ‘Professionalization for pedagogical staff in a digitally shaped world’ (<https://bridge.uni-mainz.de/>). In the video, the challenges and perspectives of teacher education in a digital world are addressed. In association with the Chair of Business and Economics Education (**Prof. Olga Zlatkin-Troitschanskaia**).

The 1st Integrated Expert Forum of the BMBF funding initiatives “Internationalization of Vocational Education and Training” and “Research on the Internationalization of Vocational Education and Training” took place on 8 December 2020. The thematic focus was “Needs and perspectives in international cooperation in vocational education and training”. In association with the Chair of Business and Economics Education (**Prof. Olga Zlatkin-Troitschanskaia**).

## Upcoming events

In the Faculty Seminar, external national and international researchers present their current research projects. The seminar usually takes place on Mondays from 4.15 p.m. until 5.45 p.m. The talks are in English. All researchers and students are welcome to attend. The schedule of our Faculty Seminar series can be found here: <http://wiwi.uni-mainz.de/seminar.html>.

The Brown Bag Seminar is an informal research seminar for students and faculty. It takes place on Tuesdays from 12 p.m. until 1 p.m. The seminar serves the purpose of giving doctoral students and faculty a platform for presenting their current research. Talks about unfinished projects or even project ideas are particularly welcome. All talks are held in English. All researchers and students are welcome to attend. The schedule of the Brown Bag Seminar can be found here: <https://wiwi.uni-mainz.de/brownbag/>.

## News from student organizations

### News from PROF

As for everybody, it's been a rough year for the Lehren Organisieren Beraten (LOB) project in 2020. All events and workshops for the summer term had been scheduled and had to be canceled in April when Covid hit. After cancelling every event for the summer term the LOB sat together during the semester and thought about adapting at least the workshops, which are normally all in person, to an online version.

In the winter term 2020 the LOB Team started with two workshops in an extra Online format: the workshops 'Lernen lernen' and the 'Tutorenschulung'. Both workshops took place over the platform BigBlueButton and fortunately the rush for the spots for the workshops have been very good: Both workshops have been booked out after a few days.

After the success in the winter term, the LOB Team decided to adapt another workshop to an online format: the 'Zeitmanagement' workshop took place in the summer term 2021 and has been booked out with over 20 students as well. Both other workshops have been continued online in summer term 2021 as well.

The LOB team hopes that the winter semester opens the chance for more in-person events, so that the also the different lecture series can start over again.



Study Office of the Department 03

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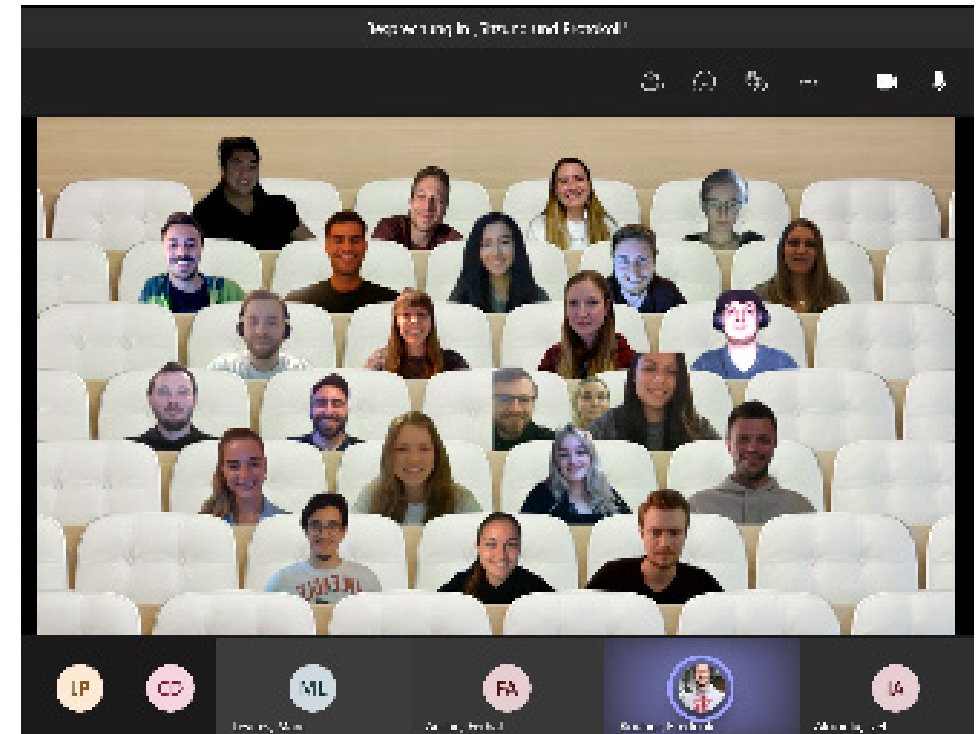
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### Student's council

Another successful year ends for the student council "Fachschaft Wirtschaft". Due to the covid pandemic, the usual events like our book market, students' barbeque, parties and football tournaments could not take place. Yet we managed to organize successful online events for new students to our department, answered questions in live Q&As and were available on all our communication channels. Additionally, we established a new online format called "Let's talk about jobs", where interesting companies give insights into their daily business. One of our main tasks is to represent the students' opinion in different committees. Being part of FASL, FBR and ZEFAR enables us to influence important decisions on topics like the recruitment of new professors, changes in the field of teaching and learning, involvement in projects like the renovation of the library and discussions on new exam regulations. Providing information about the university and the field of business and economics at the JGU Mainz for our fellow students is our privilege and we are always pleased to help.







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